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Authentic leadership in the digital age

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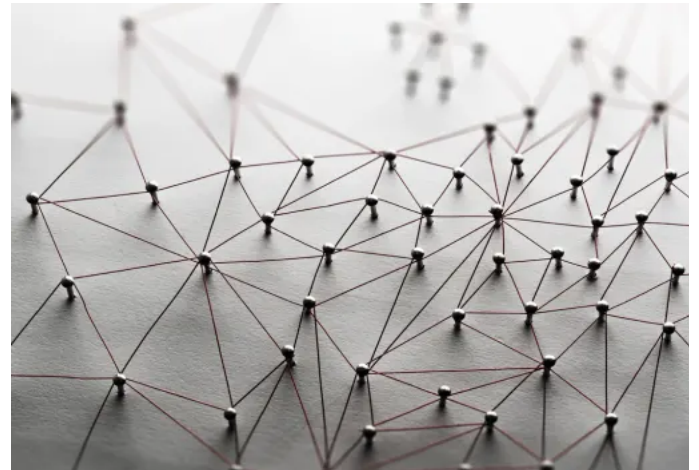
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#LeadTheWay (/tag/leadtheway?utm_source=post_article&utm_content=leadtheway)

Authentic leadership in the digital age

Artificial intelligence algorithms are actively assessing our personality and behaviour based on our social media footprint with amazing accuracy – even



If you are looking for insight on leadership and do a quick search on leadership books, you will suddenly find that there are not hundreds of books... but thousands of titles on leadership. While we do not lack for perspectives on leadership, we do seem to lack clarity on what is expected of leaders -especially as the complexities of leading organizations has increased.

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As we consider leading in the age of ai, machine learning, and an increasingly connected world, it seems that the role of the authentic leader is becoming more critical than ever.

The digital tools available (especially the social media platforms) have made it easier to share messages, communicate ideas, and openly showcase our interests, accomplishments, posts, photos, videos, and messages can all be viewed by others, the stakes of leadership have somehow been raised in recent years. In addition, the footprint of our early years (20's being reviewed as a character question when you are being considered for a top executive job in your 40's! To top it off, artificial intelligence algorithms are actively assessing our behavior, words, and ideas. we have retired or died!

Gone are the days of having a "Public Face" of leadership and a "Private Life" that is inconsistent with our leadership brand. In fact, our leadership brand is already being formed by our digital footprint. This is perhaps a bit unnerving if you're wondering about those Facebook posts from your university years or how your friends tagged you in their posts or photos that are now being captured by others or shared around the world. The images, videos, posts, comments, and innocent replies have been captured on servers, replicated on various platforms, and are a permanent part of our leadership brand and image.

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Demonstrating consistency in our behaviours, actions, and decisions can be a challenge given the complexity of the digital world.

What do we do in this digital age?

Should we avoid the digital world? Of course not, we must embrace the power of social media, leverage the convenience of digital, and be prepared to lead in today's context. It is more important that we embrace the idea of being an authentic leader. Bill George popularised the idea of authentic leadership with his 2003 book, Authentic Leadership: Rediscovering the Benefits of Radical Transparency and the Power of Vulnerability in the Light of our Digital Reality Today.

- Values** – The idea operating with good values is not new or innovative, clearly showing the values through behavior, words, and ideas. While many organizations have committed to values, it is easy to say that we agree with the values but not live by them. Start your day with the latest HR news & insights curated especially for you. The values we are actively building in our leadership brand. If you examine your digital footprint, how does it reflect on your values? What would others say about what you stand for?

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HOME **2 Purpose** – Bill George suggests that we should understand and demonstrate our purpose through our passion for what we do. In social media there are a variety of topics that we choose to focus on or use to engage others. If we take a step back from our digital footprint, would others recognize our purpose? Is our digital image consistent from their actions and their interactions.

3. Trusting Relationships – We may not think about trusting relationships when it comes to digital connections, but the quality of our relationships to others can be seen. It is important to reinforce others and build a sense of community on line. It is also important to note that we must also put away our digital life when we want to be truly present. Being present on-line as well as off line can help build the trusting relationships we need as leaders.

4. Self-Discipline – Demonstrating consistency in our behaviors, actions, and decisions can be a challenge given the complexity of situations and varying context of business. Self-discipline is more difficult – after all, we cannot turn off the constant stream of information coming at us and the increasing expectation that we will provide instant response on any device or do you keep it in check with a defined place in your life? Authentic leaders in the digital age will demonstrate their self-discipline both on-line and off-line.

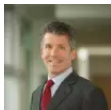
5. Heart – Too often, we see professionals using social media to broadcast their accomplishments. While it is great to share successes, how much of what we communicate is authentic? Authentic leaders gain the respect of others as they demonstrate caring of others... in other words, their digital footprint is not a “Show about me.” Supporting others, helping them succeed can eventually build a sense of heart. But trying to create an image of compassion without actually having it can clearly backfire in this age of transparency. Authentic leaders lead by example.

There are many interesting ideas on leadership to explore and several different theories about how to be effective. Before you pick up the next leadership book or start searching for your digital footprint say about your values, purpose, relationships, self-discipline and heart? To be an authentic leader in the digital age, you will need to be authentic in both the online and offline worlds.

Topics: #LeadTheWay (/tag/leadtheway?utm_source=post_article&utm_content=leadtheway), Leadership (/category/leadership-strategy/leadership?utm_source=post_article)

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